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Set	Items	Description
S1	520675	(BUYER? OR USER? OR BIDDER? OR ACCOUNTHOLDER? OR ACCOUNTHOL- LDER? OR SENDER? ? OR TRADER? OR MEMBER? ? OR SUBSCRIBER?)(6N-)(SUBSCRIPTION? OR REGISTER? OR REGISTRATION? OR SIGN?()UP OR SIGNUP OR MEMBERSHIP?)
S2	7383	S1(6N)ACCOUNT? ?
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S4	808497	S3(6N)(SEND? OR TRANSACTION? OR BUY OR BUYING OR BUYS OR P- URCHASE OR PURCHASES OR PURCHASING OR PAYMENT? ? OR WIRE? ? OR WIRING OR TRANSMIT? OR EXCHANE? OR EXCHANGING)
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S7	6168181	NOTIF? OR (E OR ELECTRONIC)()MAIL? OR MESSAGE OR MESSAGING OR TELEGRAM?
S8	440199	DEBIT OR DEBITS OR DEBITING OR FINANCIAL()SERVER? OR ACH OR CLEARINGHOUSE
S9	88	S2 AND S4 AND S5 AND S7 AND S8
S10	90	S2 AND S4 AND S5 AND S8
S11	312	S2 AND S4 AND S8
S12	479	S1 AND (S3 OR S4) AND S5 AND (S6 OR S7) AND S8
S13	503	S1 AND S5 AND (S6:S7) AND S8

S14 5226 S1 AND (S6:S7) AND S8
 S15 3652 S1 AND S5
 S16 6298 (S14:S15) AND (S3:S4 OR S2)
 S17 5564 RD (unique items)
 S18 8375 S14 OR S15
 S19 90 S9 OR S10
 S20 32 S2(30N)S4(30N)S8
 S21 12 S1(30N)(S3 OR S4)(30N)S5(30N)(S6 OR S7)(30N)S8
 S22 24 S1(30N)S5(30N)(S6:S7)(30N)S8
 S23 318 S1(30N)(S6:S7)(30N)S8
 S24 443 S1(30N)S5
 S25 443 S24
 S26 443 S1(30N)S5
 S27 126 S19:S22
 S28 11 S27 NOT PY>1999
 S29 11 RD (unique items)

? t29/3,ab/all

>>>No matching display code(s) found in file(s): 634, 810, 813

29/3,AB/1 (Item 1 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
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00880704 95-30096
 will trade unionists say "yes" to the union?
 Anonymous
 Industrial Relations Review & Report n559 PP: 14-16 May 1994 ISSN:
 0046-9246 JRNL CODE: RRR
 WORD COUNT: 2438

ABSTRACT: Changes in the law relating to "check-off" were described in autumn 1993 by the UK Trades Union Congress' (TUC) new general secretary, John Monks, as the biggest challenge ever to have faced the union movement. However, the TUC also recognized that this challenge presented a great opportunity for trade unions to reaffirm their worth to existing members, and even to attract new ones. More than 6 months into the TUC's "Union Yes" campaign, its progress is assessed. The TUC cannot give an overall figure for the proportion of union members giving new check-off authorizations, or switching to direct debit. But it can say that getting people signed up for check-off is not affected by outright employer hostility to trade unions or check-off, but by the sheer weight of numbers of people that have to be contacted. Indeed, the evidence so far is that unions are getting almost a 100% positive response rate where members are actually asked, and in some cases new members are being attracted.

29/3,AB/2 (Item 2 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
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00651248 93-00469
 Supermarketing Your Credit Union . . .
 Sivitz, Larry
 Credit Union Management v15n11 PP: 24 Nov 1992 ISSN: 0273-9267
 JRNL CODE: CUM
 WORD COUNT: 626

ABSTRACT: Inside the local supermarket, a shopper can find national sweepstakes promotions, on-pack offers, and celebrity endorsements. Credit union marketers can learn important lessons from the supermarket. The right traffic patterns can be created in the lobby of the credit union by placing signs that clearly delineate different departments. The way product information is merchandised also takes careful planning. Product literature should be attractively arranged at eye level. Credit unions can be made into community information centers by allowing members to post notices and exchange information. With the information credit unions have at their disposal, they should be the leaders in database marketing prowess. The wealth of data on the number and type of accounts held by the member, the length of membership, members' ATM habits, and personal statistics can all provide valuable information for marketers to plot the services members will need most.